LEO BURNETT COMPANY, *Inc.*
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Gauloises are the best-selling cigarettes in the country. Not this country—France.

The flavor is typically Gallic—rich, emphatic, distinctive.

Americans who've tried this blend find other cigarettes taste flat in comparison.

And even the traditionalists in France are praising new Gauloises with a filter. The flavor remains virtually the same. And while other filter cigarettes are "king size," Gauloises stick stubbornly to the regular length.

If you're not too bashful to smoke a cigarette with a pungent, distinctive aroma, go to the best tobacco shop in town and ask for "Goal-waz." If they don't have them, move to another town.

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